

Luxury Items Sell When They Become Necessities

By REYNOLDS KNIGHT
Want to be a successful salesman of luxury items? Just convince the customer that what you are selling is a necessity. This is exactly what at least one manufacturer did to popularize motorized snowblowers and put the man-handled snow shovel on the skids.

With winter's first snows already on the ground in much of the nation, it is interesting to learn that snowblowers stand alongside powermowers in nearly a quarter-million garages and barns around the country. But the powermowers are in far greater number and likely to stay that way simply because so much of the United States never has and never will see snow.

The swiftly rising popularity of shovel-less snow shovelling is reflected in the blower market's growth from around \$7 million in the winter of 1959-60 to an estimated \$43 million for 1964-65! By 1970? One educated guess is that 3,000,000 snow shovels will be jobless.

GROWTH PROMOTES AFFINITY—There is a close affinity between plastics and rubber that makes it possible to make many products of either material. One company that has been having considerable success working with both materials is Amerace Corp., which has been termed by a leading business advisory organization (Standard & Poor's Corp.) as one of

America's fastest-growing corporations.

Amerace for nearly 100 years has been making the famous Ace combs and in recent years has turned out combs of plastic as well as of rubber. It recently introduced a newly designed rubber shampoo comb that will not slip when wet. Amerace also makes bowling balls of either hard rubber or plastics materials to suit the taste of bowlers. In another field it is a maker of plastic and rubber garden hose. These products are sold through more than 50,000 retail outlets.

Amerace has found that as the borderline between plastics and rubber becomes less clearly defined, expansion in one material almost automatically stimulates renewed in-

terest in the other, with the result that both materials are winning new assignments in many fields.

NOT GIFT HORSES—The old adage not to look a gift horse in the mouth does not apply to that traditional Christmas favorite, the gift watch. Styling is what's out front, but what's more important in a watch is what's inside, any jeweler will tell you. And what the jeweler looks for is a jewel-lever movement. A jewel-lever watch has tiny jewels guarding the friction points to assure many years of reliability and accuracy. A pin-lever watch, in contrast, has no jewels guarding its friction points, and so it literally wears itself out, according to

experts at Bulova Watch Co. The pin-lever watch became popular after World War II, and millions of them have been sold through any retail outlet willing to carry them. These watches sold because they were inexpensive, and so a new fad was born. As soon as a pin-lever watch wore out it was discarded like a used tissue. Today, however, millions of former pin-lever watch owners are looking for something better, and for as little as \$10.95 they can buy a jewel-lever watch. However, pin-levers remain popular for small children and sub-teens. Bulova researchers report. A record 13 million new watches will be bought for Christmas this year, with jewel-lever watches the outstanding favorites.

SCIENCE NEWS—The medical profession now has tacked down a highly probable cause of heretofore unexplained nosebleeds, facial pains, recurrent sore throats and coughs. It has been found that all these troubles may come from abnormal breathing caused by nasal defects. Remedying the defect has proved helpful in clearing up the difficulties. . . . Electrical signals emitted by the brain and converted into sound signals have been found useful in guiding surgeons in brain operations and the studies made in this connection may possibly lead to better knowledge of the brain itself and its workings. . . .

The never-ending search for cancer information has led to a discovery that fish

and other sea creatures have fewer cancers than land animals. This study, being made at Miami, Fla., is being made in connection with research into children's diseases.

THINGS TO COME—Clips on tire chains. Permanent clips are placed on inside and outside of rim and the temporary chains are easily attached from one clip to the other when needed. . . . Portable radio-phonograph, runs on transistors and operates on flashlight batteries. Its three-pound weight makes it handy for hikes, camping trips. . . . Wedge-shaped paint roller for wall corners. Paints one wall without touching the other. . . . Stick-on litter bags for use at sick-beds at home, or in hospitals. Pressure-sensitive tape holds bag securely to bed. . . . Wide-angle door viewer. Allows resident time

to see who is at door before opening.

BITS O' BUSINESS—Record sales of \$16.2 billion predicted for the electronics industry for 1964, with volume for 1965 approaching \$17 billion. . . . Sudy statistics, a major brewer expects to reach production of 10 million barrels of beer by year-end, first time this total has ever been hit. . . . October consumption of rubber was an all-time high for any month on record. The total was 180,442 long tons. Previous record, 174,447 tons.

Army PEC Douglas S. Dahlberg, son of Mrs. Vivian B. Dahlberg, 3438 W. 172nd St., and other members of the 7th Infantry Division participated in Exercise Flying Tackle, a four-day field training exercise held in Korea, which ended Nov. 20.

FAMOUS BRAND GIFTS for CHRISTMAS

BEST FOR YOUR MONEY

For the organized organization man! Keeps 16 credit and membership cards displayed in orderly fumble-free view. Great? (It's a great gift, too!) In several leathers and colors.

TORRANCE MENS SHOP
Corner Sartori & Marcelina, Downtown Torrance

JARMAN SHOES - THE MOST FITTING GIFT

Any man on your list will be highly pleased with Jarman's, for he will get distinctive styling and top craftsmanship—and "Friendliness of Fit" for extra-pleasant walking. (If you don't know his size or think he'd rather select his shoes himself, we have gift certificates.)

CARSON BOOTERY
CARSON AT NORMANDIE
1211 W. CARSON • 320-0460

NEW DIMENSIONS OF BEAUTY

For the girl who knows clothes, it's R & K Originals. Why not let her choose her own from our exquisite stock. . . . Give her a gift certificate, 25.95 to 37.95.

MOORE'S WOMEN'S WEAR
1272-74 Sartori, Downtown Torrance

A MAN WHO'S WELL DRESSED WEARS O.T.C. SOCKS

No bare leg over shows. LONDON GUARD O.T.C. Socks are cotton lined stretch nylon, the cotton next to the skin, in dark fashion colors. Regular fits 10-13 for men up to 6' feet tall fits 11 1/2 to 14 for men over 6 feet. Sanitized freshness. \$1.50 a pair.

TORRANCE MENS SHOP
Corner Sartori & Marcelina, Downtown Torrance

The Ring With Perfect Diamond

A perfect diamond reflects full beauty and brilliance and Keepsake guarantees a perfect center diamond in writing (or replacement assured) with your Keepsake Diamond Ring, you receive permanent registration. Protection against loss of diamonds from the setting for one full year, and lifetime trademark privilege. For the perfect gift . . . forever . . . choose a Keepsake Diamond Ring.

SEYMOUR JEWELERS
Open Sundays and Evenings 'til 9
2597 Pacific Coast Hwy. 1212 Hermosa Ave.
at Crenshaw Rolling Hills Plaza Hermosa Beach
Torrance—DA 5-3933 FR 9 5401

GIVE HIM A STETSON CHRISTMAS GIFT CERTIFICATE

The perfect gift, the perfect thought — a Stetson Christmas Gift Certificate. . . . the perfect way to remember relative or friend! Because it allows him to choose his Stetson to suit his taste in style, color and trim—while thinking of you, the giver! Priced from \$12.95. Use our charge plan (no carrying charges).

SAM LEVY DEPT. STORE
1311 Sartori, Downtown Torrance

PERFECT FOR CHRISTMAS

This Christmas give him a Gift Certificate so that he may choose a Freeman Shoe of his choice. \$13.95 to \$22.95. Use our charge plan, no carrying charges.

Our selection of styles, sizes and colors is tops. Your choice of a FREEMAN shoe is proof of your superb taste!

SAM LEVY DEPT. STORE
1311 Sartori, Downtown Torrance

AMERICA'S FAVORITE CASUALS FOR THE ENTIRE FAMILY

Why not give the ultimate in light-weight comfort and good looks to the important people in your life? HUSH PUPPIES are made in a variety of styles and colors for men, women and children. If you are in doubt about size, special Hush Puppies Gift Certificates are available at no extra charge. Truly the gift to make you important in the eyes of those who mean the most to you. Prices start from 7.99. Mens golf shoes also available.

QUALITY SHOES
2591 PAC. CST. HWY., ROLLING HILLS PLAZA
TORRANCE • DA 5-2390

CENTURY VANAPLUS by VAN HEUSEN!

You get other great advantages, too. It's a softer shirt, more comfortable. It's whiter, too, and it stays that way after wash. Permanent wash and wear guaranteed for the life of the shirt, with patented century collar that "won't wrinkle ever." Just \$5.00.

TORRANCE MENS SHOP
Corner Sartori & Marcelina, Downtown Torrance

LANE SWEETHEART CHESTS

Someday they'll tell their kids about this Christmas. . . . their first Christmas in love! How a Lane Cedar Chest became a home she and her love could share BEFORE marriage—storing pre-wedding loot and talking furniture plans. See our complete selection starting at \$49.95.

McMAHANS FURNITURE STORES
Corner Sartori & El Prado, Downtown Torrance

REGISTRAR BILLFOLD

Exclusive "ADAPTA-SNAP" self-adjusting snap closing on removable Photo-Card Case. . . . to carry all the cards you need without a bulge. Show-A-Card Clip to add or remove windows. Built-in divider with concealed money flap. Extra stamp and ticket pockets. Duplicate key slots. Polished cowhide; Black, Mahogany, Brown, Olive. Style No. 20R29. . . . \$9.00 plus tax. *Pat. No. 3,029,854.

COTY'S FAMILY SHOE STORE
824 AVALON BLVD., WILMINGTON
"YOUR PURCHASE IS FREE IF WE FORGET TO THANK YOU"

ALL-CHANNEL TV WITH ROLLABOUT STAND

- All-channel VHF and UHF tuning
- Powerful New Vista Tuners
- Improved 22,500-volt chassis (design average)
- New RCA tinted Pan-O-Ply picture tube
- Extended-range duo-cone speaker
- One-set VHF fine tuning
- Lighted channel indicators—Our Price \$199.95

Frank & Chriss TV & Appliances
823 N. AVALON BLVD., WILMINGTON
TE 4-7278